

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 115549  
**Alt Order #:** 06920963  
**Product Desc:** M.A.I.G.  
**Estimate:**  
**Flight Dates:** 04/13/13 - 04/14/13  
**Original Date / Rev:** 04/12/13 / 04/15/13  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** Public Affairs Engagement (PAE)  
**Buying Contact:**  
**Billing Contact:**  
**Attn:** Donna McGinnis  
**Marietta, GA** 30064

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Mayors Against Illegal Guns (MAIG)  
**Demographic:** A35+  
**Product Codes:** PLI2  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/01/13	04/14/13	16	\$12,350.00	\$10,497.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
April 2013	16	\$12,350.00	\$10,497.50	0.00
<b>Totals</b>	<b>16</b>	<b>\$12,350.00</b>	<b>\$10,497.50</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	38%	\$12,350.00
Market	100%	\$32,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	40%	\$13,000.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	13%	\$4,225.00
KTUD	1%	\$325.00
KVVU	6%	\$1,950.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$650.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	04/13/13	04/13/13	Nevada Newsmakers - Ch.3	CM	5:00- 6:00am	-----S-	:30	1	\$1,650.00	1	0.00	NM	1	\$1,650.00
NV NEWSMAKERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		04/08/13	04/14/13	-----S-			1			\$1,650.00		0.00			

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KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	04/13/13	04/13/13	Nevada Newsmakers - CM Nevada Newsmakers - Ch.3	CM	5:00- 6:00am	-----S-	:30	1	\$1,650.00	1	0.00	NM	1	\$1,650.00
NV NEWSMAKERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 04/08/13		04/14/13	-----S-	1		\$1,650.00		0.00							
E 2	KSNV	04/13/13	04/13/13	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$500.00	3	0.00	NM	1	\$500.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 04/08/13		04/14/13	-----S-	1		\$500.00		0.00							
E 3	KSNV	04/13/13	04/13/13	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$700.00	1	0.00	NM	1	\$700.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 04/08/13		04/14/13	-----S-	1		\$700.00		0.00							
E 4	KSNV	04/13/13	04/13/13	News 3 Today - SATUR News 3 Today - SAT	CM	9am-930am	-----S-	:30	1	\$600.00	3	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 04/08/13		04/14/13	-----S-	1		\$600.00		0.00							
E 5	KSNV	04/13/13	04/13/13	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$600.00	1	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 04/08/13		04/14/13	-----S-	1		\$600.00		0.00							
E 6	KSNV	04/13/13	04/13/13	Wknd Jeopardy SAT/Jeopardy	CM	630-7pm	-----S-	:30	1	\$500.00	3	0.00	NM	1	\$500.00
JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 04/08/13		04/14/13	-----S-	1		\$500.00		0.00							
E 7	KSNV	04/13/13	04/13/13	Wknd Wheel of Fortune SAT/ Wheel of Fortune	CM	7-730pm	-----S-	:30	1	\$500.00	3	0.00	NM	1	\$500.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 04/08/13		04/14/13	-----S-	1		\$500.00		0.00							
E 8	KSNV	04/13/13	04/13/13	To the Point - PM To the Point	CM	730-758pm	-----S-	:30	1	\$400.00	1	0.00	NM	1	\$400.00
TO THE POINT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 04/08/13		04/14/13	-----S-	1		\$400.00		0.00							
E 9	KSNV	04/13/13	04/13/13	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 04/08/13		04/14/13	-----S-	1		\$1,300.00		0.00							
E 10	KSNV	04/14/13	04/14/13	News 3 Sunrise - SUND News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 04/08/13		04/14/13	-----S	1		\$700.00		0.00							
E 11	KSNV	04/14/13	04/14/13	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$700.00	3	0.00	NM	1	\$700.00
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 04/08/13		04/14/13	-----S	1		\$700.00		0.00							
E 12	KSNV	04/14/13	04/14/13	Meet the Press Meet the Press	CM	8a-9am	-----S	:30	1	\$1,300.00	3	0.00	NM	1	\$1,300.00
MTP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 04/08/13		04/14/13	-----S	1		\$1,300.00		0.00							
E 13	KSNV	04/14/13	04/14/13		CM	9a-930am	-----S	:30	1	\$600.00	3	0.00	NM	1	\$600.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				News 3 Today Wknd											
				News 3 Today											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/08/13	04/14/13	-----S					1	\$600.00		0.00			
E 14	KSNV	04/14/13	04/14/13	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$600.00	3	0.00	NM	0	\$0.00
				Chris Matthews SUN 9:30am											
CM SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/08/13	04/14/13	-----S					1	\$600.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	04/08/13-04/14/13		Chris Matthews 9:30AM SUN		9:30a-10a	-----Su	:30		<del>(\$600.00)</del>		0.00	NM		
Unresolved															
[ORDERED PROGRAM DOES NOT AIR] ORDERED PROGRAM DOES NOT AIR															
E 15	KSNV	04/14/13	04/14/13	Sa-Su Early News	CM	5pm-630pm	-----S	:30	1	\$600.00	1	0.00	NM	1	\$600.00
				Sa-Su Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/08/13	04/14/13	-----S					1	\$600.00		0.00			
E 16	KSNV	04/14/13	04/14/13	Vegas Inc.	CM	6:30-8pm	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
				Vegas Inc.											
VEGAS INC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/08/13	04/14/13	-----S					1	\$400.00		0.00			
E 17	KSNV	04/14/13	04/14/13	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				Sa-Su News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		04/08/13	04/14/13	-----S					1	\$1,300.00		0.00			
													Totals	16	\$12,350.00